**6.  Think about an academic subject that inspires you. Describe how you have furthered this interest inside and/or outside of the classroom. → Business Management**

Seeing so many online stores and studying business management made me think of the possibilities of whether I could be one of the people behind those stores too. As my business management teacher taught me the basic steps to starting my own business and encouraged me to try, I realized: the answer was *yes*.

First, I needed to obtain the essential skills. Upon hearing about my school’s marketing internship, I immediately applied to learn about how to sell a product. I was able to learn the importance of knowing one’s target market and how to reach them. I expanded this knowledge further through my second internship with the e-commerce company SIRCLO to learn how to take advantage of e-commerce in this digital age to open a business easily.

Learning about e-commerce made me realize how simple it was to open a store, which prompted me to open an online clothing store based on my personal interest in fashion. Lessons from business management class in school also taught me that businesses could act as a tool to solve issues, which is why I aimed to minimize fashion waste by selling vintage clothes and upcycling my old shirts into headbands.

I was also able to exercise the idea that business can be developed as a solution to a problem through my participation in business competitions. In my first competition, I developed the idea for a lip balm made out of seaweed to make use of maritime resources. In my second, I created and presented my second product, EduBee, which are educational games to help children improve their reading and counting skills.

My path into business management has provided me with knowledge and experience in e-commerce, marketing, and product development. Not only that, my journey has also inspired me to continuously find solutions to help make people’s lives more convenient while also promoting sustainability. I can’t wait to learn how to do this and more at the University of California.

**7. What have you done to make your school or your community a better place?**

I was lucky that the COVID-19 pandemic hit when I was 14. I had learned enough to know how to adapt to the changes quickly, but my 4-year-old cousin was not so lucky. This was such a pivotal stage of development in his life, and learning virtually was hardly effective in honing his skills.

It was a difficult time for him, but also equally difficult for my aunt who struggled to assist his learning as he was a hyperactive child who found gadgets more interesting. Upon conducting a survey to 30 parents, I found that this was a common problem for other children. I became interested in finding a way that would allow children to learn effectively and in an engaging way, to motivate them to learn on their own.

The FIKSI national business competition gave me a platform to make my ideas come to life. This birthed the idea of my business idea, EduBee, which provided games for children to learn reading, writing, and counting. The games served as a solution to provide children with a more engaging, independent learning experience to assist them alongside online school during the pandemic. Analog games provided by EduBee could also be the key to motivating children to interact more with their surroundings rather than their electronics.

I developed EduBee’s first prototype and showed it to my cousin and aunt. The prototype consists of features like card games, board games, puzzles, and blocks that spiked my cousin’s interest in learning. While still under trial, I found out that my cousin’s learning habits have improved and that my aunt’s friends are eager to try out EduBee’s prototype.

More than two years later, the severity of the pandemic has reduced significantly, but the need for effective learning for young children is still strong. Thus, enthusiasm from children on my product has inspired me to pursue my business idea further in the future. I hope to continue helping more children in Indonesia develop their skills by providing resources that can support them in their learning and development.

Hi Alyssa,

This is a really solid first draft! It just needs a little clarification on the concrete impacts that you’ve made on the community. Even if your cousin is the only one who’s tried the prototype, tell us how it has impacted him. How have his learning habits improved?

Best of luck!